Bangalore ELECTRICITY SUPPLY COMPANY LIMITED
(A Government of Karnataka Undertaking)

CIN No. **U04010KA2002SGC030438**

INSTRUCTION TO BIDDERS

Enquiry No: BESCOM/2023-24/SE0078 Dated 29.12.2023

VOLUME-I

Section-II

“Engaging a Public Relation Agency (PRA) for the Common Media and Social Media activities of the entire Energy Sector for the effective Publicity & public interaction with Energy Sector”

ISSUED BY

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BANGALORE ELECTRICITY SUPPLY COMPANY LIMITED
(Govt. of Karnataka Undertaking)

Instruction to Bidders

Bids are invited from reputed/experienced firms for "**Engaging a Public Relations Agency(PRA) for the Common Media and Social Media activities of the entire Energy Sector for the effective Publicity & public interaction with Energy Sector**".

1.0 Detailed Scope of Work:

1.10 The Energy Department now intends to select a reputed Firm as the Public Relation Agency (the "Agency"/ "PRA") for promoting the department and supporting through social media, image building, events, and thought leadership. The main task of the PRA is to promote the Energy Department's immense contribution to the state and livelihood of the common man, energy efficiency programmes, achieving universal household electrification and smooth execution of the flagship Gruha Jyothi scheme in the State.

1.11 The PRA shall provide PR services to promote and publicize the " **for the entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department for the effective publicity & public interaction with Energy sector"** in Karnataka. "Communicatiglon and PR Services" shall broadly include but not be limited to the following**:**

i. Policies, programmes, and schemes of the Department of Energy, Karnataka amongst potential entrepreneurs, investors, beneficiaries, and the general public.

ii. Investment opportunities in the Energy Sector in the State.

iii. Inherent strengths and enabling environment prevailing in the State.

iv. All the equipments, materials, tools, tackles, computer systems, laptops, video cameras, mike etc required for providing the media and social media activities of Energy Department including maintenance and data/network charges etc. are to be borne by the PRA.

v. The PR agency shall provide necessary services of media and social media activities as and when required by the organizations of energy department including energy department without any additional cost.

vi. The PR agency shall deploy required no. of experienced staff for successful implementation of the media and social media activities in the Energy department and also deploy required no. of experienced staff for the media and social media activities as and when required by the organizations of energy department including energy department at the time of exigencies without any additional cost.

vii. If any of the organization of the Energy department including energy department is desirous to interact with the PR agency, the PR agency staff

shall be readily available for the immediate interaction, as such the PR agency shall establish their own office at company head quarters.

viii. Develop a comprehensive social media strategy for promoting the Bengaluru Energy Summit/Exhibition 2024/2025, engaging with the target audience driving website traffic, and increasing participation

ix. Manage Owner's social media accounts on ongoing basis on various platforms including Twtter, LinkedIn, Facebook, Youtube and Instagram, and guide others in managing these accounts

x. Create and curate informative content for social media platforms to keep the audience engaged and informed about the event's progress and activities.

xi. Connect with a wide range of business leaders, corporate employees, and influencers, and ensure live coverage of mini conclaves, road shows, and the Bengaluru Energy Summit/Exhibition 2024/2025.

xii. Develop and execute paid & organic social media promotions, such as quizzes and contests, to expand the reach and visibility of the event

xiii. Monitor digital channels for relevant news, mentions, and data that can be reshared or redeveloped to enhance social media presence.

xiv. Develop viral content, such as trends, to amplify reach and engagement.

xv. Organize interviews with dignitaries Senior Govenmenr Officials, and investors with leading business publications and news channels in consultation with owner.

xvi. Moderate all social media platforms around the clock to handle requests for information, queries, spam, unauthorized advertisements, and inappropriate content. All requests for information and queries received on all platforms must be answered within four hours, with owner consultation.

xvii. Submit fortnightly and monthly reports to owner on social media effectiveness. This includes a detailed analysis of each communication tool, tactic and platform along with a summary of conversation about Bengaluru Enery Summit /Exhbition 2024/2025.

xviii. Monitor and respond to social media engagement, comments, and inquiries, ensuring timely updates, managing ads, tracking comments, creating event campaigns, boosting fan count, and promoting the page to maintain a positive image for the Investors Meet.

xix. Provide regular performance reports, using a range of monitoring tools to evaluate the effectiveness of the social media campaign and make necessary adjustments.

xx. Utilize a variety of creative formats, including carousels, videos, GIFs animations, and motion graphics, and collaborate with the creative team to develop high-quality content.

xxi. The PR strategy and plan must be integrated and complementary to existing and ongoing initiatives taken by Owner for brand building and investment promotion of the State.

xxii. The agency must devise programs and delivery mechanisms based on Owner's requirements, including press conferences, press releases, press notes, speech notes, speaking points for dignitaries, press interviews, media meetings, feature article placement, regional media, Vernacular media (magazines), speaking opportunities such as roundtable conferences/lectures, teaser videos, testimonial bytes, live feeds, and undertake video shooting with dignitaries as suggested by Owner.

xxiii. The agency must devise programs and delivery mechanisms based on Owner's requirements including press conferences, press releases, press notes, speech notes, speaking points for dignitaries, press interviews, media meetinmgs, feature artile placement, regional media, vernacular media (magazines), speaking opportunities such as roundtable conferences/lectures, teaser vidoes,testimonial bytes, live

xxiv. The concepts/posters/vidoes/subject/information related to media and social media of this contract shall not be used elsewhere by the PR agency and shall be property of respective organizations.

xxv. It is proposed to conduct Bengaluru Energy Summit/Exhibition in the year 2024/2025, in the event, if this is not conducted then the price quoted for this item will not be paid.

xxvi. It is the responsibility of the PR agency to ensure that the entire data of this contract shall be smoothly transferred to the owner/respective organizations at the end of the contract period.

xxvii. Any significant events, road shows, and seminars to be organized by Energy Department, like World Energy Forum (WEF), during the contract period etc., are included in the scope of contract.

1.12 The scope of work can be further broadly divided into two components – Component 1 for ongoing PR, Social Media, Creative and Thought leadership activities and Component 2 for a Global Energy Conclave tentatively called Bengaluru Energy Summit/Exhibition 2024/2025.

COMPONENT - 1

A Public Relations and Media:

i. The Agency shall prepare a Comprehensive PR Strategy Plan for 36 months to promote the entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department for the effective publicity & interaction of Public with a particular focus on investment mobilization and building a positive image for the various schemes and programs.

ii. The PR strategy should be integrated and complement the existing/ongoing initiatives taken by the entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department.

iii. The Agency shall co-ordinate with various stake holders to synchronize PR strategy. The Agency is expected to closely liaise with correspondents, reporters, editors, photographers, think – tanks, critics, influencers, and other opinion leaders to evolve an effective strategy. The agency is to also liaise with ambassadors, consulates, vision group members, and task force members for effective coordination.

1. Comprehensive Media Plan:

i. Formulation of a month-wise Comprehensive Media Plan for 36 months, both traditional and digital, for various media-related activities to promote the entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department and Investment Opportunities across paid, owned, and earned media. The Plan shall include strategy, approach, calendar, and schedule of media activities spread across the contract period of 36 months.

ii. The Plan shall also include a budget, timeline, approval milestones, etc., for the paid media activities specified in the above Plan.

iii. Proactively identify and assess new opportunities and developments in media consumption and viewpoints that may impact investment opportunities in the short and long term.

iv. Evolve programs and delivery mechanisms based on the requirements of the entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department, which include:

- Press Releases
- Press Notes
- Speech Notes / Speaking points for various dignitaries
- Press Interviews
- Media Meetings
- Features Article Placement
- Regional Media
- Vernacular Media – Magazines
- Speaking Opportunities such as roundtable conferences/lectures

v. Provide marketing campaigns that will support:

- International platform
- Program and promotional messaging

- Consumer, intermediary, and development target audiences
- Extension to the regional and local market (handled at the regional/local level)

vi. The Plan should be integrated and complement the existing/ongoing initiatives of the Energy Department and Karnataka Government for brand building/investment promotion of the State.

vii. Planning advertisements and marketing campaigns using media like hoardings, mobile vans, walking bill boards, portable displays, pop-up display stands, kiosks, pavilions, etc. shall be provided by the agency.

viii. The Agency shall coordinate with entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department; various Committees constituted / to be constituted by the Energy Department to promote investment opportunities; Industry Associations and Business Chambers to synchronize media strategy.

ix. The Agency shall ensure that guidelines and standards defined by organizations such as the Advertising Standards Council of India and the legal provisions of various legislations are adhered to scrupulously. The Agency shall also ensure that all brand safety guidelines are complied with.

2. PR and Media Management:

i. Develop a communication plan that conceptualizes and develops positive story boards on the State and showcase them nationally and internationally.

ii. Plan and strategize Media Campaigns across Electronic, Print & social media. The media campaign plan should consider deliberations on TRP rating, Newspaper Circulation/readership, etc. so that the Plan can be effectively executed.

iii. Disseminate the audio and video content using various channels such as, radio channels, TV channels, Cinema Halls, e-publications, etc.

iv. The Agency may be required to telecast the still or video content on various channels. Under such circumstances, the costs related to telecasting on Television, Cinema halls, Radio, etc. shall be reimbursed directly to channels/agencies on actual basis. The bills submitted by the channels/agencies shall be certified by the awarded PRA for having carried out the work.

v. Plan and strategize on Outdoor Campaigns. The outdoor campaign plan with deliberations on identifying places such as sports venues, premium hospitality centers, Premium Clubs, strategic locations, grama panchayats, towns & cities etc. to put the hoardings & Standees so that hoarding / banners /standees, etc might be placed to achieve maxmimum publicity and to create awareness about the energy department policies, achievements, schemes, progress etc.,. The PR agency shall provide the plan, stratergy and also monitoring the execution made by the event manager. The expenditure towards the execution of the outdoor campaign executred by the event manager will be paid as per actuals.

vi. Publicity in coordination with the Departments concerned to ensure high visibility in print and electronic media.

vii. Maximize publicity for the State Industry in Regional, National,

and International Media.

viii. Ensure adequate Media Coverage of the State in the Regional, National, and International Media.

ix. Undertake film shooting with dignitaries as suggested by the Energy Department from time to time for usage in digital media.

x. Result analysis: The Agency to collect data across all touchpoints to aggregate into monthly reports that ensure that all creative and media communications are on track and as per the proposed Plan.

3. Media / Press Relation Activities:

i. Organizing interviews of Hon'ble Ministers / Dignitaries/ Senior Government Officials/ Investors with leading business publications and News channels in consultation with the organizations coming under Energy Department.

ii. Managing Media Relations and Networks and improving their interaction with Karnataka State about investment opportunities.

iii. Highlight any key news of entire Energy Sector which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department, reforms, energy efficiency, use of green energy investment intents, announcements, and approvals in Karnataka State, both in National and International media before and after the event.

iv. Coordinating features and advertorials in leading National and Business Publications. The Agency also creates content based on the happenings in the Energy Sector- both national and international levels for publicity regularly. Depending on their merits, these features should also cover happenings at Taluk / District places.

v. Organize Press conferences, Preparation of Press Releases, Press Reports, and Press kits, and coordinate with Print and Electronic Media.

vi. Facilitate National Media Partnerships/ Alliances and manage crises around the event.

vii. The Agency shall explore various business models to ensure the realization of the developed PR strategy.

viii. The Agency will proactively identify appropriate media opportunities to highlight business developments and announcements.

ix. Proactively develop the theme/concept for press meets and work out news releases, articles, and other promotional initiatives targeting local, national, and international media

x. Organize and conduct press briefings, press conferences, press releases, and launch research reports, etc. which fall within the ambit of Energy department.

xi. Arrange for national/regional/local media to cover various events organized by any of the organizations such as five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department or attended by the Key Officer of the Department in any part of the country.

xii. The Agency is also expected to map opportunities for the leadership team and activities of the Department of Energy for consistent media visibility.

xiii. The roadmap should identify all the activities of the organizations coming under the Energy Sector.

xiv. The Agency shall be responsible for conceptualizing, planning, and budgeting for the events to be taken up by the authority related to branding.

xv. The Agency will provide marketing campaigns that will support:

- International platform
- Program and promotional messaging,
- Consumer, intermediary, and development target audiences
- Extension to the regional and local market (handled at the regional/local level).

B. <u>Development and Management of Social Media on behalf of individual organizations of energy department and energy department as a whole.</u>

i. Develop or manage an individual Facebook page for each of the organizations coming under Department of Energy to ensure regular updates.

ii. Develop or manage an individual Instagram page for each of the organizations coming under Department of Energy, to ensure regular updates on Instagram Management.

iii. Develop an individual LinkedIn page or manage an individual LinkedIn page for the organizations coming under Energy Department for investor meetings to ensure regular updated-LinkedIn Managemenet.

iv. Develop an individual Twitter page or manage an individual Twitter page for the organizations coming under Energy department and provide a live feed on Twitter for all mini-conclaves, road shows, etc.

v. Develop an individual youtube channel or manage an individual youtube channel for the organizations coming under Energy department and marketing about the Energy Sector etc.

vi. Photography projects/motion graphics,video,radio advt.

1. Management of Social Media includes:

i. Pull strategy – Engage by sharing helpful information and discussions and giving readers a window view of all the organizations coming under Energy sector

ii. Push Strategy- Exclusive content to incentivize PRA’s social media marketing efforts

iii. Organic Social Media promotions of pages and events

iv. Timely Updation regarding all schemes

v. Ads Management

vi. Creating an Event Campaign

vii. Promotion of the page

viii. Make page user-friendly- Easy to find and easy to operate

ix. Provide Creative and conceptual posts and gifs to make communication better

x. Analytics monitoring/Performance review

xi. Monitor social media channels to measure and supervise the conversations on the internet through appropriate tools and nurture an online community to enhance product and brand loyalty and foster a strong connection between the organzations coming under Energy Sector and its stakeholders.

xii. Necessary publication, monitoring and promotion on social networks as directed by the organizations.

xiii. The existing social media accounts are to be authenticated/verified.

xiv. Creating, optimizing, and redesigning content across all social media platforms.

xv. To maintain Youtube channel individually for all the organizations coming under Energy Sector and post videos regularly.

xvi. The agency has to contact various organizations coming under the Energy Sector, to collect the required content for posters/videos.

xvii. Organizations coming under the Energy Sectormay ask agency to prepare the videos/posters / hand book / pamplets etc. Approval for the topics for the posters/ videos /hand book / pamplets etc., is to be obtained one week advance from the respective organisations.

xviii. Live streaming in social media platforms (Youtube and Facebook) (with equipment's like video camera, voice recorder, live streaming equipment's, Tripods, software and etc.

xix. Third party campaign in minimum 50 pages/accounts in facebook and Instagram. (Minimum 50,000 Followers pages, 3 content per month (video or poster) has to be made for each of the Organizations coming under the Energy Sector individually.

xx. Any add campaigns on social media platform to be paid on actuals basis to the awarded agency.

2. To reach more of the target audience, the following activities should be undertaken:

i. Complete Management- It should include the planning and organizing of the respective accounts on Facebook, Instagram, LinkedIn, Twitter and Youtube.

ii. Weekly Posts-The weekly posts can focus on the Karnataka Energy Department's image building, convey the brand's messages, and keep the target group engaged with the context of audience awareness.

iii. Engaging program- Regular content strategy discussions

iv. Updating- Updating upcoming offers and information for the visitors

v. Some innovative and interactive ideas for engagement of the audience on the page

vi. Promoting the pages according to the target audience and region of the target

vii. Boost the posting of the creative to increase traffic on the page

viii. Profile optimization will be as and when requried

C. <u>Creative Activities</u>

This sub- component involves the creation of promo/publicity materials and advertisement materials in both Print and Social Media as and when required on a regular basis. The Agency may utilize the in- house expertise or outsource the creative expert as and when required. The cost of the creative expert shall be borne by the Agency.

D. Thought Leadership For the Energy Department

I. Non-Media Outreach and Thought Leadership

- **Case Studies:** Highlighting Karnataka's innovative 'Gruha Jyothi' scheme, Rooftop Solar Project, Solar Mega Power Plant etc., and success stories and the upcoming success stories related to each of the organization coming under Energy Sector with leading magazines and journals.
- **Karnataka Offers Webinar:** Organize Webinars to showcase Karnataka Model and talk about how the 'Gruha Jyothi' scheme, Rooftop Solar Project, Solar Mega Power Plant etc., have helped the citizens and brought in overall development in the lives of Kannadigas.
- **Showcasing the Karnataka Model** of governance at national and international events through direct and active participation (Internal Spokespersons) and stakeholder participation (External Spokesperson).

II. Thought Leadership White Papers/Op-Eds and Image Building

- Provide an in-depth analysis of the key aspects and challenges of Energy Sector policymaking in Karnataka. The White Papers will offer a holistic view of various policy areas, including renewable energy promotion, energy efficiency, energy trade, emerging technologies, and international cooperation.
- Showcase Karnataka Energy Sector under its able leadership and build image for the department.

III. Policy Research and Advisory in the power sector

- Provide an in-depth analysis of the key aspects and challenges of power sector policymaking in Karnataka. The advisory will offer a holistic view of various policy areas, including renewable energy promotion, energy efficiency, power trade, emerging technologies, and international cooperation.
- Equip decision-makers with analysis and best practices. Investigate through on- ground research and data collection.
- Publish policy briefs, reports, white papers on key policy issues in energy sector. 1 product per quarter.
- Use primary and/or secondary research methodology where appropriate. Suggest practical improvements to Karnataka's energy landscape through global best practices and international case studies.
- Explore partnerships with leading international institutes for studies like World Economic Forum, UN, IISD, etc.
- Launch reports at marquee events like COP, WEF Davos

IV. Stakeholder engagement

- Complement research with stakeholders consultations. Work with think tanks, energy companies, investors and civil society to build capacity and support solutions.

- Host quarterly roundtables with key stakeholders in the energy ecosystem.
- Leverage roundtables to promote research and foster discussion and solutions on implementing Energy Sector reforms in Karnataka.
- Build relationships with key opinion formers in the sector and garner evangelists for Karnataka energy department across a spectrum of stakeholders.
- Use opportunity to bring investments in the state energy sector.

V. Comparative policy analysis in the power sector

- Comparative study of the power policies in different states and showcase how well the Karnataka Power policies deliver results.
- The comparative Power policy study will also build a strong 'doer' image in the country.
- Brand "doer" is a man with a vision to reform the Energy Sector and provide a 24*7 uninterrupted power supply to households across the state.
- Showcase Karnataka Power sector under the able leadership of hon'ble energy Minister, as a strong-action-oriented, committed visionary that has transformed the sector and made Karnataka power surplus in India.

VI. The organisation wise list of Key Professionals to be Deployed for the Assignment of Media & Social Media activities of energy sector

1. Team Leader :
2. PR Expert :
3. Social media Analyst :
4. Kannada Language Expert :
5. Content Creator :
6. Designer :
7. Video Editor :
8. Photographer :

COMPONENT - 2

BESCOM on behalf of Energy Department desirous to conduct a global level energy summit/exhibition preferably at the state capital, Bengaluru, to make this proposed energy summit/exhibition a grand success and to attract the global level stake holders, the successful PR agency has to delvier the following inconenction with the energy summit/exhibition which is tentatively scheduled in the year 2024/2025.

The State Government proposes to organize Bengaluru Energy Summit and Exhibition – 2024/2025 during the Contract Period of three year. If this mega event is held during the Contract Period of three year or any extended period of the contract, the PR Agency shall provide the PR services for this event.

PR services for the event are to be carried out along with the regular PR services specified in Component-1. The PR agency shall deploy additional resources with relevant experience and expertise for this component based on the need to undertake the scope of work. The duration of Component-2 will be for 6 months (5 months pre-event and 1-month post event). This duration may be either reduced or increased depending on the actual date of the Bengaluru Energy Summit and Exhibition – 2024/2025.

In case the Agency is required to provide PR services for Bengaluru Energy Summit and Exhibition – 2024/2025 as specified in Component-2, the PR agency shall be paid as awarded in the contract, which is to be quoted on the basis of percentage of per annum amount of component-1 in the price schedule. This clause applies only to the Bengaluru Energy Summit and Exhibition – 2024/2025 of the stature and magnitude equal to global events. For any smaller events, this clause shall not be applicable, and services are to be provided by the PR agency as part of the scope of services covered in Component–1.

Component-2 comprises 6 sub-components (SC) as detailed below:

SC-1: Public Relation Strategy Plan

i. The Agency shall prepare a Comprehensive PR Strategy Plan for publicizing **Bengaluru Energy Summit and Exhibition – 2024/2025**, focusing on investment mobilization. This Plan will include an approach, calendar, and schedule to be decided with the approval of the Energy Department.

ii. The PR strategy should be integrated and complement the existing/ongoing initiatives taken by the Energy Department for brand building/energy promotion of the State.

iii. The Agency shall coordinate with Industry Associations, Business Chambers, and Foreign Trade Offices to synchronize PR strategy. The Agency is expected to have a close liaison with correspondents, reporters, editors, photographers, think – tanks, critics, influencers, and other such opinion leaders for evolving an effective strategy. They also liaise with ambassadors, consulates, vision group members, task force members, etc. for effective coordination.

Deliverable-1: Public Relation Strategy Plan (within 2 weeks of 5 months pre-event period)

SC-2: Comprehensive Media Plan for Bengaluru Energy Summit and Exhibition – 2024/2025

i. Formulation of a Comprehensive Media Plan, both traditional and digital, for various media- related activities to promote for Bengaluru Energy Summit and Exhibition- 2024/2025 across paid, owned, and earned media. The Plan shall include strategy, approach, calendar, and schedule of media activities spread across the event period of 6 months (5 months pre-event and 1- month post event).

ii. The Plan shall also include a budget, timeline, approval milestones, etc. for the media activities specified in the above Plan.

iii. Proactively identify and assess new opportunities and developments in media consumption and viewpoints that may impact for Bengaluru Energy Summit and Exhibition- 2024/2025 in the short and long term.

iv. Evolve programs and delivery mechanisms based on the requirements of the Energy Department/organizations of energy department, which include:

- Press Releases
- Press Notes
- Speech Notes / Speaking points for dignitaries.
- Press Interviews
- Media Meetings
- Features Article Placement
- Regional Media
- Vernacular Media – Magazines
- Speaking Opportunities such as roundtable conferences/lectures.

v. Provide marketing campaigns that will support:

- International platform
- Program and promotional messaging,
- Consumer, intermediary, and development target audiences
- Extension to the regional and local market (handled at the regional/local level)

vi. The Plan should be integrated and complement the existing/ongoing initiatives of the Energy Department and Karnataka Government for brand building / energy-related investment promotion of the State.

vii. Planning Advertisements and marketing campaigns using media like hoardings, mobile vans, walking billboards, portable displays, pop-up display stands, kiosks, pavilions, etc.

viii. The Agency shall coordinate with all the organizations of energy department such as Energy Department/KPTCL/BESCOM/CESC /MESCOM/GESCOM /HESCOM/KPCL/KREDL/PCKL/MEI/Kavika/Knowledge Partner of the Energy Department, various Committees to be constituted by the Energy Department Industry Associations, and Business Chambers to synchronize media strategy.

ix. The Agency shall ensure that guidelines and standards defined by organizations such as the Advertising Standards Council of India and the legal provisions of various legislations are adhered to carefully. The Agency shall also ensure that all brand safety guidelines are complied with.

***Note**: Media space buying is not within the scope of this Tender, but the PRA must coordinate this activity and assist the Energy Department in obtaining the best possible rates.*

Deliverable -2: Comprehensive Media Plan (within 4 weeks of the 5-month pre-event period.

SC-3: PR and Media Management

i. Develop a communication plan that conceptualizes and develops positive storyboards on the State and showcase them nationally and internationally.

ii. Plan and strategize Media Campaigns across Electronic, Print & social media. The media campaign plan with deliberations on TRP rating, Newspaper Circulation/readership, etc. so that the Plan can be effectively executed.

iii. Disseminate the audio and video content using various channels such as radio channels, TV channels, Cinema Halls, e-publications, etc.

iv. The Agency may be required to telecast the still or video content on various channels. Under such circumstances, the costs related to telecasting on Television, Cinema halls, Radio etc. shall be reimbursed to the Agency on an actual basis.

v. Plan and strategize on Outdoor Campaigns. The outdoor campaign plan with deliberations on the identification of places such as sports venues, premium hospatality centers, Premium Clubs, strategic locations, grama panchayats, towns & cities etc. put the hoardings and standees so that hoarding / banners /standees, etc might be placed to achieve maximum publicity and to create awareness about the international energy summit/exhibition.

vi. Publicity in coordination with the Departments concerned to ensure high visibility in print, outdoor, and electronic media.

vii. Maximize publicity for the event in Local, Regional, National, and International Media.

viii. Establish a 24 x 7 Press Office 30 days before the event in Bengaluru.

ix. Provide Strategy for the Bengaluru Energy Summit and Exhibition – 2024/2025 campaign, including, but not limited to:

x. Stepwise Detailed Plan for the Bengaluru Energy Summit and Exhibition – 2024/2025

a) The entire budgeting for the Plan (with details and justification)

b) Media spread for the Plan (variable media mix)

c) Frequency of releases in variable media vehicles depending upon the stage of Bengaluru Energy Summit and Exhibition – 2024/2025

d) Execution of the finalized PR and Media Plan

xi. Ensure adequate Media Coverage of the State and the Event in the Local, Regional, National, and International Media.

xii. Undertake film shooting with dignitaries as suggested by the oraganizations under Energy Sector Energy Department occasionally.

xiii. Result analysis: The Agency to collect data across all touchpoints to aggregate into fortnightly reports that ensure that all creative and media communications are on track and as per the proposed Plan.

Deliverable-3: Monthly Progress Reports on the tasks specified in SC-3 (starting from the 2nd month onwards, before the 7th of the succeeding month

SC-4: Development and Management of social media

i. Develop or manage a Facebook page for the Energy Department Page for Bengaluru Energy Summit and Exhibition – 2024/2025 to ensure regular updates -Facebook Marketing.

ii. Develop or manage an Instagram page for Energy Department for Bengaluru Energy Summit and Exhibition – 2024/2025 to ensure regular updates and Instagram Management.

iii. Develop a LinkedIn page or manage a department page for investor

meetings to ensure regular updates – LinkedIn Management.

iv. Develop a Twitter page or manage a department page for energy investor meetings to ensure regular updates. Make connections with maximum business leaders and corporate employees Hand ensure live feed on Twitter for all mini conclaves, road shows, and Bengaluru Energy Summit and Exhibition – 2024/2025.

v. YouTube Marketing.

Management of social media includes:

i. Pull strategy – Engage by sharing helpful information and discussions and giving readers a window view of all the organizations coming under Energy sector

ii. Push Strategy- Exclusive content to incentivize PRA's social media marketing efforts

iii. Organic Social Media promotions of pages and events.

iv. Timely Updation

v. Ads Management

vi. Creating an Event Campaign

vii. Promotion of the page

viii. Make page user-friendly- Easy to find and easy to operate

ix. Provide Creative and conceptual posts and gifs to make communication better

x. Analytics monitoring/Performance review

xi. Monitor social media channels to measure and supervise the conversations on the internet through appropriate tools and nurture an online community to enhance product and brand loyalty and foster a strong connection between the Energy Department and its stakeholders.

To reach more of the target audience, the following activities should be undertaken:

- Complete Management- It should include the planning and organizing of the respective accounts on Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- Weekly posts-The weekly posts can focus on brand Karnataka's image building, convey the brand's messages, and keep the target group engaged with the context of audience awareness.
- Engaging program- Regular content strategy discussions
- Updation- Updating upcoming offers and information for the visitors
- Some innovative and interactive ideas for engagement of the audience on the page
- Promoting the pages according to the target audience and region of a target
- Boost the posting of the creative to increase traffic on the page
- Profile optimization will be as and when required
- Integration of WhatsApp with Facebook
- Sponsored ads

Deliverable -4: Monthly Progress Reports on the tasks specified in SC-4 starting from the 2nd month onwards, before the 5th of the succeeding month)

SC-5: Media / Press Relation Activities

i. Organizing interviews of Dignitaries/ Senior Government Officials/ Investors with leading business publications and News channels in consultation with the Energy Department/ organizations of energy department.

ii. Managing Media Relations and Networks and improving their interaction with Karnataka State/ Energy Department/ organizations of energy department about the event.

iii. Highlight any key news on investment intents, announcements, and approvals in Karnataka State/ Energy Department/ organizations of energy department, both in National and International media before and after the event.

iv. Coordinating features and advertorials in leading National and Business Publications

v. Organize Press conferences, Preparation of Press Releases, Press Reports, and Press kits, and coordinate with Print and Electronic Media.

vi. Facilitate National Media Partnerships/ Alliances and manage crises around the event.

vii. The Agency shall explore various business models to ensure the realization of the developed PR strategy.

viii. The Agency will proactively identify appropriate media opportunities to highlight business developments and announcements.

ix. Proactively develop the theme/concept for press meets and work out news releases, articles, and other promotional initiatives targeting local, national, and international media

x. Organize and conduct press briefings, press conferences, and press releases, and launch research reports, which fall within the ambit of the Energy Department/organizations of energy department.

xi. Arrange for national/regional/local media to cover various events organized by the Energy Department/organizations of energy department or attended by the Department's Key Officers in any part of the country.

xii. The Agency is also expected to map opportunities for the leadership team and activities of the Energy Department for consistent media visibility.

xiii. The roadmap should identify all the activities which the Energy Department /organizations of energy department shall approve.

xiv. The Agency shall be responsible for conceptualizing, planning, and budgeting for the events to be taken up by the authority related to branding.

xv. The Agency will provide marketing campaigns that will support:

- International platform
- Program and promotional messaging,
- Consumer, intermediary, and development target audiences
- Extension to the regional and local market (handled at the regional/local level)

Deliverable– 5: Monthly Progress Reports on the tasks specified in SC-5 (starting from the 2nd month onwards, before the 5th of the succeeding month)

SC-6: Creative Activities

This sub-component involves the creation of promo/publicity materials and advertisement materials in both Print and Social Media as and when required regularly. The Agency may utilize the in-house expertise or outsource the creative expert as and when required. The Agency shall bear the cost of the creative expert.

SC-7: The list of Key Professionals to be Deployed for the Assignment of Bengaluru International Energy Summit/Exhibition 2024/2025:

1. Team Leader :
2. PR Expert :
3. Social Media Analyst :
4. Kannada Language Expert :
5. Content Creator :
6. Designer :
7. Video Editor :
8. Photographer :

2.0 Deliverables:

Deliverables for Media, Social Media, Creativeness and thought leadership activities as per the scope of the work:

2.1 Comphrensive PR stratergy plan for 36 months shall be got approved from BESCOM within 2 months from the date of LOI

2.2 Comphrensive media plan for 36 months shall be got approved from BESCOM within 2 months from the date of LOI

2.3 The approved comphrensive PR stratergy plan for 36 months shall be reviewed and if necessary approval for the revised comphrensive PR stratergy plan shall be obtained within 2 months after completion of one year and same procedure shall be continued for the subsquenet years.

2.4 The approved comphrensive media plan for 36 months shall be reviewed and if necessary approval for the revised comphrensive media plan shall be obtained within 2 months after completion of one year and same procedure shall be continued for the subsequent years.

2.5 The agency shall provide media and social media services as stipulated in the scope of the work for all the organization of Energy Department including Energy Department as and when requested by the respective organizations of Energy Department without any limitation.

2.6 **Atleast two numbers of** PR and media management, Media/Press relation activities such as videos, posters, hoardings, press releases, press notes, speech notes, speaking points, press interviews, mobile vans,

portable displays, popup display stands, walking billboards, kiosks, pavilions etc shall be conducted / provided monthly for any of the organizations of Eenrgy Department including Energy Department .

2.7 **Atleast two numbers of** Social media management/activities and thought leadership activities as specified in the scope of the work shall be conducted / provided monthly for any of the organizations of Eenrgy Department including Energy Department .

2.8 The creative activities as defined in the scope of the work shall be provided as and when required on regular basis. However atleast one no. of creative activity shall be provided for each of the major organization in every quarter.

2.9 Monthly reports which covers media, social media activities, thought leadership activities including creative activities shall be submitted on monthly basis duly verified and certified their portion by the respective organization of the energy department.

3.0 Terms of Payment:

3.1 Terms of payment for Media, Social Media, Creativeness and thought leadership activities as per the scope of the work:

i. An amount equal to 10% of the one year contract Value will be paid on execution of the Contract Agreement and submission of Bank Guarantee towards mobilization advance
ii. An amount equal to 10% of the one year contract value will be paid on approval of PR Strategy Plan and Comprehensive Media Plan.
iii. Remaining 80% of the one year contract Value will be equally paid in the 12 months period on satisfactory completion of deliverables as stipulated in the tender for having delivered the media and social media services. However, 10% of the monthly payment will be deducted in the every month invoice and this 10% withhold money will be released after satisfactory quarterly review.
iv. General Manager (Customer Relations), BESCOM will be the nodal officer. The bills (Invoices) shall be submitted in triplicate to GM (CR) and BESCOM has to co-ordinate with other organizations for getting the necessary certification from the concerned organization for their portion of service availed through e-mail. Payment shall be made against satisfactory services provided for the scope of the work stipulated in the DWA and for having delivered the services as mentioned in the deliverables.
v. The bills (Invoices) shall be certified by Assistant General Manager (Customer Relations) and counter signed by General Manager (Customer Relations). Payments will be made at the AGM (E&S) section, Corporate Office, BESCOM, K R Circle, Bengaluru.
vi. All payments will be made in INR only.

vii. The respective organization shall specifically mention in their monthly certification regarding the quantum of deliverables delivered by the PR agency.

viii. Further with respect to Bengaluru Energy Summit/Exhibition 2024/2025, if the event is not conducted the payment will not be made.

3.2 Terms of payment for Bengaluru Energy Summit/Exhibition 2024/2025:

3.21 Payments will be made at the AGM (E&S) Section, Corporate Office, BESCOM, K R Circle, Bengaluru.

3.22 The bills (Invoices) shall be submitted in triplicate to GM (CR) along with necessary certification from the Energy Department. Payment shall be made against satisfactory services provided for the scope of the work stipulated in the DWA and for having delivered the services as mentioned in the deliverables.

3.23 The bills (Invoices) shall be certified by Assistant General Manager (Customer Relations) and counter signed by General Manager (Customer Relations).

3.24 All payments will be made in INR only.

3.25 No advance will be paid or no letter of credit will be issued.

3.3 Percentage sharing of Expenditure:

3.31 Monthly payment to the agency including advance amount will be paid from BESCOM on behalf of all the organizations of Energy Department including Energy Department.

3.32 The expenditure incurred towards this work will be shared by BESCOM, KREDL and other orgaiztions of the Energy Department and the percentage sharing of expenditure is as follows:

a. BESCOM- 35% of invoice value
b. KREDL - 35% of invoice value.
c. CESC - 5% of invoice value
d. MESCOM - 5% of invoice value
e. HESCOM - 5% of invoice value
f. GESCOM - 5% of invoice value
g. KPTCL - 5% of invoice value
h. KPCL - 5% of invoice value

3.33 Irrespective of percentage sharing of expenditure by the organizations of Energy Department, it is the sole responsibility of the agency to provide all the media and social media services required by all the organizations of Energy Department including Energy Department.

4 Penalty for delay:

4.1 Penalty for delay in providing the services of Media, Social Media, Creativeness and thought leadership activities as per the scope of the work:

4.11 If progress of the assignment is not as per the agreed scope of work, the Selected PR agency shall be liable to pay penalty. The agency shall pay to the Client as penalty a sum of half percent (1/2%) of the annual contract value for each week of delay or part thereof if the delay is solely attributable to the Agency. The penalty will be deducted from the bill to be paid to the PR agency. This provision will be without prejudice to the right of owner to exercise its right to terminate the contract and claim damages. However, the total liability of the Agency as per this clause shall not exceed 25% of the total contract value.

4.12 If the approval for the Comphrensive PR stratergy plan for 36 months is not obtained within 2 months from the date of LOI, then the penalty at the rate of ½ % per week on the 10% of the annual contract value subject to maximum of 10% of the annual contract value will be leived. If there is a delay in approving the the plan from BESCOM, penalty will not be levied.

4.13 If the approval for the Comphrensive media plan for 36 months is not obtained within 2 months from the date of LOI, then the penalty at the rate of ½ % per week on the 10% of the annual contract value subject to maximum of 10% of the annual contract value will be leived. If there is a delay in approving the the plan from BESCOM, penalty will not be levied.

4.14 If the approved comphrensive PR stratergy plan and Comphrensive media plan for 36 months shall not be be reviewed and necessary approval for the revised plan shall not be obtained within 2 months after completion of one year and subsequent years, then the penalty at the rate of ½ % per week subject to maximum of 10% of the annual contract value will be leived. If there is a delay in approving the revised plan from BESCOM, penalty will not be levied.

4.15 If the creative actitivities is not provided as mentioned in the deliverables, then the penalty at the rate of ½ % per week subject to maximum of 10% of the annual contract value will be leived.

4.16 If the media, social media activities and thought leadership activities is not provided as mentioned in the deliverables and scope of the work, then the penalty at the rate of ½ % per week subject to maximum of 10% of the annual contract value will be leived.

4.17 If the monthly reports which covers media, social media activities, thought leadership activities including creative activities shall not be provided as mentioned in the deliverables and scope of the work, then the penalty at the

rate of ½ % per week subject to maximum of 10% of the annual contract value will be leived.

4.18 If the media, social media activities, creativity and thought leadership activities as and when required by the orginizations is not provided as mentioned in the deliverables and scope of the work, then the penalty at the rate of ½ % per week subject to maximum of 10% of the annual contract value will be leived.

4.2 Penalty for delay in providing the services of Media, Social Media, Creativeness in connection with Bengaluru International Energy Summit /Exhibition 2024/2025:

4.21 If progress of the assignment is not as per the agreed scope of work, the Selected PR agency shall be liable to pay penalty. The agency shall pay to the Client as penalty a sum of half percent (1/2%) of the contract value of Bengaluru Energy summit for each week of delay or part thereof if the delay is solely attributable to the Agency. The penalty will be deducted from the bill to be paid to the PR agency. This provision will be without prejudice to the right of owner to exercise its right to terminate the contract and claim damages. However, the total liability of the Agency as per this clause shall not exceed 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

4.22 If the approval for the Comphrensive PR stratergy plan is not obtained within 2 weeks of the 5 months pre event period, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

4.23 If the approval for the Comphrensive media plan is not obtained within 4 weeks of the 5 months pre event period, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

4.24 If the PR and media management services is not provided starting from 2nd month onwards, before the 7th of the succeeding month, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

4.25 If the Development and management of social media services is not provided starting from 2nd month onwards, before the 5th of the succeeding month, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

4.26 If the Media and press relation activities is not provided starting from 2nd month onwards, before the 5th of the succeeding month, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived

4.27 If the creative actitivities is not provided as and when required, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

4.28 If the monthly reports which covers media, social media activities including creative activities shall not be provided as mentioned in the deliverables and scope of the work, then the penalty at the rate of ½ % per week subject to maximum of 10% of the awarded value of Bengaluru International Energy Summit /Exhibition 2024/2025 will be leived.

5.0 Completeness of offer

a) It is not the intent to specify completely herein all details of the scope of the task. Nevertheless, the equipment used, the software solution provided and the service rendered shall be complete and operative in all aspects and shall confirm to highest standard of engineering, design, service and workmanship.

b) Any particulars which may not have been specifically mentioned but which is necessary for satisfactory and trouble free performance of the scope of work shall be carried out without extra charges**.**

6.0 Earnest money deposit(Bid Security):

6.1 All bids must be accompanied with a refundable earnest money of Rs. 23,01,000=00 as mentioned in the Karnataka Public Procurement Portal. Up to Rs.10.00 Lakhs (Rupees Ten Lakhs only) shall be paid electronically through any of the four e-payment modes mentioned in the Karnataka Public Procurement Portal and the balance of Rs. 13,01,000=00 in excess of Rs.10 Lakhs shall be in the form of Bank Guarantee (BG). Original Bank Guarantee shall be submitted on or before the last day of bid submission at the office of the General Manager (Customer Relations), Third Floor, BESCOM, Corporate Office, K.R. Circle, Bengaluru - 560 001. Copy of BG shall be uploaded in the Karnataka Public Procurement Portal.

6.2 The earnest money deposit shall remain valid for 180 days from the schedule date of submission of bid documents.

6.3 Instruments having fixed validity issued as earnest money deposit for the tender shall be valid for 45 days beyond the validity of the tender

6.4 Any tender not accompanied by an acceptable earnest money deposit and not secured as indicated in Sub-Clauses 6.1, 6.2 and 6.3 above shall be rejected by the Employer as non-responsive

6.5 The earnest money deposit of unsuccessful Tenderers will be returned within 30 days of the end of the tender validity period specified in Sub-Clause 6.2

6.6 The successful bidder's Bid Guarantee will be discharged when the Tenderer has signed the Agreement and furnished the required Performance Security as stipulated elsewhere in the Bid Documents.

6.7 The deposit towards EMD shall not carry any interest.

6.8 Permanent EMD will not be considered.

6.9 Bids shall be rejected, in case, the requisite EMD is not deposited

6.10 The earnest money deposit shall be liable for forfeiture in the following cases:

6.10.1 If during the period of Bid validity, the bidder unilaterally withdraws or modifies its bid as a whole or in part; or

6.10.2 In case of successful bidder, if the bidder fails to accept the order unconditionally or fails to furnish the contract performance guarantee as per stipulation of bid documents; or

6.10.3 If any cartel is formed by the bidders in their quotations; or

6.10.4 (a) if the Tenderer withdraws the Tender after tender opening during the period of tender validity; or

(b) if the Tenderer does not accept the correction of the Tender Price; or

(c) in the case of a successful Tenderer, if the Tenderer fails within the specified time limit to

(i) sign the Agreement; or

(ii) furnish the required Security deposit

6.11 E-payment mode for Tender Processing Fee or the EMD Payment up to Rs. **10 Lakhs shall be made through any of the following modes of e-Payment**.

- Credit Card/ Debit card
- Net Banking
- NEFT / RTGS
- Over-the-Counter (OTC)
- IMPS

NOTE: - Tender Processing Fee **or the EMD Payment up to Rs. 10 Lakhs** payment at Karnataka Public Procurement Portal is through bank gateway as indicated in the e-portal.

For further clarification, contact Karnataka Public Procurement Portal.

Karnataka Public Procurement Portal Help Desk: Phone No: 080-46010000/68948777

+91-8022631200 E-mail:**support@eprochelpdesk.com**

Note: In Karnataka Public Procurement Portal, Contractor has the option of withdrawing the Bid by digitally signing to withdraw/cancel bid before the bid submission time /Date.

7.0 PERIOD OF VALIDITY OF BIDS

7.1 Bids shall remain valid for 180 days after the date of bid opening prescribed by owner unless otherwise specified. **A bid valid for a shorter period will be rejected as non-responsive**.

7.2 In exceptional circumstances, owner may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing (including fax/eMail). The bid security provided shall also be extended by the same period as the extension in the validity of the Bid. A Bidder may refuse the request without forfeiting his bid security. A Bidder granting the request will not be required or permitted to modify his bid.

7.3 No interest shall be payable by owner on the above bid security.

8.0 Mode of Tender:

The tenders shall be submitted through Karnataka Public Procurement Portal mode under **Two part tender system** namely:

- **Part-I:** Techno-commercial bid containing full technical particulars and commercial terms and conditions.
- **Part-II**: Price Bid.

9.0 Pre bid meeting:

9.1 A Pre bid meeting will be held at Board Room, 1st Floor, Beluku Bhavana, BESCOM, Corporate office, K.R. Circle, Bengaluru-01 on 18.01.2024 at 11.30 AM. The purpose of the meeting will be to clarify the exact scope of work, and any issues regarding the bidding documents in general which are raised at that stage. Interested bidders or their representative limited to 2 (two) persons may participate in the said meeting for any clarification before submission of their offers. The bidders are advised to submit their query, if any, signed & Scanned copy to gmcrbescom@gmail.com hard copy to The General Manager (Customer Relations), Corporate Office, BESCOM, K. R. Circle, Bengaluru – 560 001, prior to the pre-bid meeting. **Queries raised after the Pre-bidding meeting will not be entertained.**

9.2 Non-attendance to the pre-bid meeting will not be a cause for disqualification of bidders but at the same time shall not entitle him to raise any query at a later date.

10.0 Prospective bidder, who wishes to submit the bid shall adopt the following procedure.

The bidder shall fill and upload the Annexures and Price form in the Karnataka Public Procurement Portal and techno-commercial sheets & upload them in the website on or before the time and date indicated in the notification.

Note: Please note that non-submission of required documents is liable for disqualification.

11.0 Bid opening :

11.1 Techno–commercial bid of the bidders will be opened after ensuring that the bid conditions are fully satisfied. Bidder's representatives (max. 2 persons) will be permitted to be present at the time of opening the bids. The bidder's representatives who are present shall sign a register evidencing their attendance.

11.2 The price bids of "Techno-commercially" responsive bidders will be opened in presence of representatives (upto two per firm) of such bidders who choose to be present. The date/time of opening the Price bid will not be seperately intimated after TSC meeting.

12.0 Evaluation of Price Bid:

12.1 The bidder has to quote the rates in the Karnataka public Procurement portal including GST.

12.2 All evaluated bid prices of all the Bidders shall be compared among themselves to determine the lowest evaluated bid and, as a result of this comparison, the lowest Bid will be selected for the award of the Contract

13.0 GUIDELINES TO TENDERERS:

- Study Tender documents carefully and submit the same duly signed through the website mentioned.
- The EMD shall be paid within due date in the kppp-portal through e-payment, otherwise Tender shall be rejected. EMD in any other form is not acceptable.

Note: *1) The Tender document is meant for the information and owner of Tenderer and as such it shall not be enclosed along with the Bid to be submitted.*

2) To avoid delay in website transit, please ensure that the Bids are submitted well ahead so as to reach within the due date, as the Tenders received late will be rejected and will not be considered.

14.0 Other conditions:

14.1 The successful bidder shall execute an agreement within 20 days from the date of LOI incorporating the terms of contract

14.2 The breach of agreement of any clause or clauses as stated above is liable for termination of contract by giving one month prior notice.

15.0 CONTRACT PERFORMANCE GUARANTEE:

15.1 Performance Guarantee of the value of the Bank guarantee **at 5% of total contract value** towards the security for the performance is valid for a period of **39 months** from the date of LOI. The BG furnished shall be submitted within 20 days from the date of issue of LOI to the bidder in favour of General Manager, Corporate office, BESCOM in the form of

Bank guarantee from the Nationalised/ scheduled commertial bank and the bank should be covered under the jurisdiction of Indian laws.

15.2 The Contract Performance Guarantee is intended to secure the performance of the entire Contract.

15.3 The Performance Guarantee will be returned to the Bidder without any interest at the end of guarantee period, unless otherwise specified.

16.0 Infrastructure Required:

The Bidder has to establish the atleast one office at Bangalore to look after the whole media and social media activities of the organizations such as KPTCL/BESCOM/Energy Department/KREDL/KPCL/PCKL/MEI/Kavika. Required resource persons at each of the ESCOM's head quarters to look after the whole media and social media activities of CESC/MESCOM /HESCOM/GESCOM shall be provided by the agency.

17.0 Man Power Deployment :

The PR agency shall deploy required numbers of experienced staff such as Team Leaders, PR Experts, Social media analyst, Kannada Language Expert, Content Creators, Designer, Video Editors, Photograpers etc., for successful implementation of the media and social media activities in the Energy department which includes Generation, Transmission and Distribution represented by five ESCOM's of Karnataka, KPTCL, KPCL, KREDL, MEI, KAVIKA, PCKL & any other organizations working under the Energy Department for the effective publicity & interaction of Public and also deploy required no. of experienced staff for the media and social media activities as and when required by the organizations of energy department including energy department at the time of exigencies without any additional cost. The professionals deployed for the media and social media activities should be the employees of the Bidder.

18.0 Default in submission of acceptance, BG, Agreement:

18.1 The successful bidder has to submit the acceptance letter to BESCOM withn 7 Days, BG & Agreement within 20 days from the date of LOI.

18.2 If the bidder fails to submit the above within the period, the EMD paid may be forefitted LOI may be terminated at the discretion of BESCOM.

19.0 The final acceptance of tender shall rest with the BESCOM, Bangalore and BESCOM reserves the right to accept / reject any tender without assigning any reason whatsoever.

Sd/-
General Manager (Elec.),
Customer Relations, BESCOM